

Curriculum Vitae: **Iris Feinberg, PhD**  
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## ***EDUCATION***

Ph.D., Georgia State University, 2015  
Major: Public Health: Health Behavior and Promotion, 2015  
Dissertation: *Health Literacy in High Risk Populations*

M.A., Georgia State University, 2012  
Major: Applied Linguistics  
Thesis: *Linguistic Barriers to Health Care Access*

M.B.A., Temple University, 1985  
Major: Corporate Finance and Marketing

B.B.A., Wharton School, University of Pennsylvania, 1981  
Major: Corporate Finance and Marketing

## ***PROFESSIONAL EXPERIENCE***

2016-2018	Postdoctoral Research Associate, Educational Psychology and Public Health, Georgia State University, Atlanta, GA
2016-current	Associate Director, Adult Literacy Research Center, Georgia State University, Atlanta, GA
2016-current	PIAAC Trainer, Educational Testing Service and American Institutes of Research
2015-2016	Assistant Director, Adult Literacy Research Center, Georgia State University, Atlanta, GA
2014-current	PIAAC Researcher, American Institutes of Research, Washington, DC
2014-current	Adjunct Professor, Health Literacy Master's Level class, Georgia State University, GA
2013-2015	Graduate Research Assistant, Center for the Study of Adult Literacy, Georgia State University, Atlanta, GA
2008-2010	Co-Founder, Mama Says, LLC, Atlanta, GA
2005-2010	Founder and CEO, Chew on This LLC, Atlanta, GA

1989-2010 Founder and CEO, The Trillium Group, Ltd., Atlanta, GA

1983-1989 Corporate Finance positions, Hewlett Packard, Ciba Vision, Gould, Inc., Atlanta GA and Philadelphia, PA

## **SCHOLARSHIP AND PROFESSIONAL DEVELOPMENT**

### **Grants**

Feinberg, I., O'Connor, M., Ogrodnick, M., Daijun, D., Mapping Social Determinants of Health in Clarkston, GA. Georgia State University School of Public Health, 2019. \$10,000. Role: PI.

Feinberg, I., Mapping Supply and Demand of Adult Basic Education Services in Georgia. Literacy For All, 2019. \$25,000. Role: PI

Zimmerman, C., Feinberg, I., et al Nursing Teach Back Study. Lewis College of Nursing 2018 \$7000

Feinberg, I., (2018-2019) Incorporating Teach-Back into Simulation Clinic Curriculum for Health Professionals in Training. Georgia Alliance for Health Literacy. \$5,000. Role: Principal Investigator

Greenberg, D., Feinberg, I., & Walker, S. (2018-2020). Georgia Partnership for Adult Education and Research (GPAER). IES/US Dept. of Education. \$399,760. Role: Co-Principal Investigator

Spratling, R., Hayat, M., and Feinberg, I. (2018-2020) Managing Symptoms for Young Children Who Require Medical Technology and Their Caregivers: Using Web-based Modules to Improve Access and Support. National Institute of Nursing Research/NIH. \$275000. role: Co-Investigator

ETS training grant ETS Service Agreement R305B160020 Training New PIAAC Researchers. ETS \$24,600. 2017-2018. Role: Principal Investigator

Feinberg, I., Tighe, E., Talwar, A., & Greenberg, D. (2017-2018). Writing Behaviors Relation to Literacy and Problem Solving in Technology Rich Environments: Results from the 2012 and 2014 US PIAAC Study. American Institutes for Research, National Center for Education Statistics (Research Funding Opportunity September 30, 2017) \$10,000. Role: Principal Investigator.

Karter, A., Schillinger, D., Crossley, S., Feinberg, I. et al. *The Next Frontier in Diabetes Communication: Promoting Health Literacy in the Era of Secure Messaging*. National Institutes of Health (2015 – 2019).Role: Consultant. \$3,000.

Feinberg, I., Hendrick, R.,& Bingyan, W. (2017-2018). Health Communication in Post-Doctoral Residencies. Adult Literacy Research Center Support Grant. \$5,000. Role: Principal Investigator.

Feinberg, I. & Mavreles, M. (2017). Adult Literacy in Georgia. Peterson Family Foundation, \$30,000.Role: Principal Investigator.

Shanley, J.& Feinberg, I. (2017). SafeCare Health Manual and Health Literacy. Mark Chaffin Center for Healthy Development, \$1,000. Role: Principal Investigator.

Feinberg, I. (2016). Certified Literate Communities Study. Peterson Family Foundation, \$5,000. Role: Principal Investigator.

Feinberg, I., Greenberg, D., & Price, M. (2015-2016). Employee Engagement in Wellness Plans. Dean's Funding, College of Education and Human Development, Georgia State University, \$10,000. Role: Principal Investigator

Feinberg, I., Frijters, J., & Greenberg, D. (2014). *Understanding Health Information Seeking through PIAAC*. American Institutes for Research, National Center for Education Statistics (Research Funding Opportunity March 28, 2014) \$8,000.

Feinberg I, Weigle S, & McDivitt J. 2012. *Exploring Barriers to Comprehension in a Health Care Setting*. GSU/CDC Seed Grant \$25,000.

### **Submitted but not funded Proposals**

Feinberg, I., Aycock, D., Greenberg, D., Tighe, E., Todd, J., Chong, A., & Morris, R. (2017). *Exploring the Role of Cognitive, Behavioral and Health Factors in Metabolic Syndrome in Young Adult African American Males*. National Institute for Child and Health Development, NIH. \$398,298. Role: Co-Principal Investigator.

Feinberg, I. (2016). *The Relationship between Digital Skills and Health for Older Adults; Analysis of the PIAAC Supplemental Study*. American Education Research Association. \$35,000

Feinberg, I., Totten, T., Hauser, L., Greenberg, D. (2017). *IMLS Planning Grant: Health Literacy Resource Clinics in the DeKalb County Public Library*. \$50,000. Role: Co-Principal Investigator.

Feinberg, I., Gazmararian, J., & Greenberg, D. (2016). *Engaging Businesses for Health*. Robert Wood Johnson Foundation. \$250,000. Role: Co-Principal Investigator.

Greenberg, D., Feinberg, I., Walker, S., Bryant, K., & Hendrick, R. (2016). *Georgia Partnership for Adult Education and Research*. Institute for Education Studies. \$400,000. Role; Co-Investigator.

Feinberg, I., Harrison, G., & Greenberg, D. (2016). *Exploring Associations between Education and Health through Literacy Skills and Decision Making Characteristics*. National Institutes of Health, \$250,000. Role: Co-Principal Investigator.

Crimmins, D., Graybill, E., Greenberg, D., Feinberg, I. (2015). *Optimizing parent action on receiving the LTSAE Milestone Moments booklet: Exploring messaging, reminders, literacy, and the theory of planned behavior*. Disability Research and Dissemination Center. (200,000). Role: Investigator.

Whitaker, D., Feinberg, I., Greenberg, D., & Wilkin, H. (2014) *Roles of perceptions, health literacy and the environment on childhood obesity*. National Institute of Child Health and Human Development (Grant #R03 PA-13-304) \$100,000. Role: Co-Principal Investigator

### **Manuscripts**

Feinberg, I., Tighe, E., Talwar, A., & Greenberg, D., (2019). Writing Behaviors Relation to

Literacy and Problem Solving in Technology Rich Environments: Results from the 2012

And 2014 U.S. PIAAC Study. American Institutes for Research.

Feinberg, I., et al., Perception vs Reality in Use of Teach-Back by Medical Residents. (in press) *Health Literacy Research and Practice*, 2019.

Ogrodnick, M., Zimmerman, C., Feinberg, I. (revise and resubmit) Respiratory Therapy Students Use of Teach Back in the Simulation Center. *Respiratory Care*, 2019.

Greenberg, D., & Feinberg, I. (in press). Adult literacy: A perspective from the United States. *Zeitschrift für Erziehungswissenschaft*. *Zeitschrift für Erziehungswissenschaft*, 22(1), 105-121

Feinberg, I., Greenberg, D., Tighe, E., Ogrodnick, M. (in press) Why Reading Matters. *Adult Literacy Education*. 2019.

Feinberg, I., Greenberg, D., Tighe, E. & Mavreles, M. (2018). Health Literacy and Adult Basic Skills *Adult Education Quarterly*. online June 20, 2018. <https://doi.org/10.1177/0741713618783487>

Watson, A. E., Self-Brown, S., Feinberg, I., & Rostad, W. (in press). The impact of maternal literacy skills on child weight in Mozambique. *The Journal of Georgia Public Health Association*.

Gallagher, P., Greenberg, D., Campbell, J., Stoneman, Z. & Feinberg, I. (in press). Early identification and connection to services among urban parents who have low-income and are low-literate. *Focus on Autism and Other Developmental Disabilities*

Feinberg, I., Greenberg, D. (2016). How adult learners are not getting 21st century skills. The Conversation. <http://theconversation.com/howadultlearnersarentgetting21stcenturyskills63490>

Bennett, I., Feinberg, I., Hohn, M., Kersten, E., Rosen, D., Santos, M. (2016). Why healthy communities need adult basic skills education. The Open Door Collective. [http://www.opendoorcollective.org/whyhealthycommunitiesneedadultbasicskillseducation.html#\\_ednref1](http://www.opendoorcollective.org/whyhealthycommunitiesneedadultbasicskillseducation.html#_ednref1)

Feinberg, I., Frijters, J., Johnson-Lawrence, V., Greenberg, D., Nightingale, E., & Moodie, C. (2016). Examining Associations between Health Information Seeking Behavior and Adult Education Status in the U.S.: An Analysis of the 2012 PIAAC Data. *PLOS One*. To be published in an NIH Special Collection.

Feinberg, I. (2015) Review of Building Health Literate Organizations-A Guidebook to Achieving Organizational Change. *Journal of Research and Practice for Adult Literacy, Secondary, and Basic Education*.

Feinberg I., Greenberg D., and Frijters J. (2015). Understanding Health Information Seeking Behaviors of Adults with Low Literacy, Numeracy, and Problem Solving Skills: Results from the 2012 US PIAAC Study. [http://static1.squarespace.com/static/51bb74b8e4b0139570ddf020/t/54da7889e4b004762df45b52/1423603849970/Feinberg\\_Greenberg\\_Frijters\\_PIAAC.pdf](http://static1.squarespace.com/static/51bb74b8e4b0139570ddf020/t/54da7889e4b004762df45b52/1423603849970/Feinberg_Greenberg_Frijters_PIAAC.pdf)

Bakhtiarai, D., Feinberg, I., Brown, J., Nightingale, E., & Greenberg, D. (2014) Northstar Test Procedures Manual. Technical Report submitted to The Center for the Study of Adult

Literacy, Georgia State University, Atlanta, Georgia.

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Nightingale, E., Feinberg, I., Brown, J., Bakhtiari, D., & Greenberg, D. (2014) Rise Test Procedures Manual. Technical Report submitted to The Center for the Study of Adult Literacy, Georgia State University, Atlanta, Georgia.

**Book Chapters**

Greenberg, D. & Feinberg, I. GERMAN CHAPTER

Feinberg, I., Greenberg, D., Talwar, A. (2017) Cultural Competency in Health Literacy for Older Adults. In K. Kopera-Frye (Ed.), Health Literacy Among Older Adults (Chapter 17). S4 Carlisle Publishing.

**CONFERENCE PRESENTATIONS**

Mavreles, M. and Feinberg, I. (June, 2018). *Reality vs Perception in Use of Teach Back by Medical Residents*. Academy of Communication in Healthcare, Tampa, Florida.

Feinberg, I., (January 2018). *Literacy and Law*. Georgia State University School of Law, Access to Justice.

Feinberg, I., (October 2017). *Health Literacy: From Coverage to Care*. Georgia State University School of Law.

Feinberg, I., Santos, M. & McKinney, J. (April, 2017). *Why Healthy Communities need Adult Basic Education: A Call to Action*. Wisconsin Health Literacy Summit, Madison, WI

Feinberg, I. (April, 2017). *Patient Centeredness and Health Outcomes in a Low-Health Literate Population*. Poster presentation at Wisconsin Health Literacy Summit, Madison, WI.

Feinberg, I. (February, 2017). *Adult Literacy and Health*. Kennesaw State University, Kennesaw, GA

Feinberg, I. & Greenberg, D. (January, 2017). *Bridging the Gap: Literacy, Law & Health*. School of Law, Georgia State University, Atlanta, GA.

Feinberg, I. (November, 2016). *Health Literacy - Ask Me 3*. DeKalb County Public Library, Decatur, Georgia.

Feinberg, I. (September, 2016). *Adult Literacy and Health*. Georgia Alliance for Health Literacy, Atlanta, Georgia.

Feinberg, I. (March 2016) *Health Literacy for New Immigrants*. New American Pathways. Atlanta, Georgia

Feinberg, I. (April 2016) *Bridging the Gap: Literacy and Health*. Partnership for Urban Health Research. GSU. Atlanta, Georgia

Feinberg, I. (December 2015) Moderator, Health Literacy Panel. What We Need Skills For: The PIAAC Research Conference 2015, Washington, DC.

Feinberg, I. (November, 2015) PIAAC Panel Member. *Health Information Seeking Behavior of Adults with Low Literacy, Numeracy and Problem Solving Skills*. Annual Health Literacy Research Conference, Washington DC

Feinberg, I. (April 2015). *The Supply and Demands of Health Literacy* Georgia Public Health Association, Atlanta, GA.

Feinberg, I. (April 2015). *Helping Adult Learners Seek Health Information*. Coalition on Adult Basic Education, Denver, CO.

Feinberg I (May 2015). *Health Literacy for Case Managers*. Georgia Case Manager Conference, Macon GA.

Feinberg, I. (Nov 2014) *Health Information Seeking Behaviors of Adults with Low Literacy, Numeracy, and Problem Solving Skills: Results from the 2012 US PIAAC Study*. Health Literacy Annual Research Conference, Washington, DC.

Feinberg, I. (Nov 2013) *Exploring Barriers to Effective Oral Communication*. Presented at National Communication Association Annual Meeting, Washington DC.

Feinberg, I. & Weigle, S. (March, 2013). *Exploring Barriers to Comprehension in a Health Care Setting*. Poster presented at American Association of Applied Linguistics, Dallas, TX.

Feinberg, I. (April, 2012). *An Ounce of Prevention: Linguistic Barriers to Health Literacy*. Oral Presentation at International Symposium of Language for Specific Purposes University of Alabama, Birmingham, AL.

Feinberg, I., (January, 2011). *The Pedagogy of Peace – Crossing the Border and Civil Discourse*. Oral Presentation at Alabama/Mississippi TESOL Conference, Auburn, AL

## ***VOLUNTEER EXPERIENCE***

### **Georgia Health Literacy Alliance**

*Founding Board Member*

### **Literacy Action**

*Board Member*

### **The Posse Foundation**

*Writing Coach for pre-collegiate high school seniors*

### **Literacy Volunteers of Atlanta**

*Reading tutor for adult students*

### **Georgia Health Strategies Council**

*Involved in reviewing state health policies*

### **Administrative Health Care Task Force, Washington, DC**

*Creating efficiencies for Clinton health care reform agenda*

### **Georgia State University Foundation Board**

### **The Encounter Group**

*Interim Board Chair*

**Jewish Agency for Israel**

*Member, Board of Governors; Chair Global Emerging Leaders*

**The Epstein School & The Paideia School**

*Various leadership positions*

Jewish Federation of Greater Atlanta

*Various leadership positions including Annual Campaign Chair and Endowment Board Chair*

**Jewish Federations of North American**

*Various leadership positions including National Young Leadership Co-Chair and  
National Training Chair*

***MEMBERSHIPS***

American Public Health Association International Communication

Association National Communication Association American

Association of Applied Linguistics

American Education Research Association

Commission on Adult Basic Education

ProLiteracy